

Economic Development Commission Minutes  
EDC Room South City Hall  
360 Rio Communities Blvd.  
November 20, 2019

- Call to Order – Chairman Frank Logan called meeting to order at 10:30 a.m.

**Roll Call**

- Present- Chairman Frank Logan, Vice Chairman Kuan Tikkun, Secretary Fran Rossberg, Loedi Silva and Tom Zanotti
- Present- City Manager Haynes and Deputy Clerk Amy Lopez

**General Discussion**

- City Manager Haynes said she is having developers contact her and she needs help to put on a workshop to present available land and introduce them to P&Z and EDC, we will also take them on a tour of what is available, and answer questions they may have. She continued to say there will be a meeting at Oasis Café on December 9<sup>th</sup> to plan the meeting, January 6<sup>th</sup> we will send out flyers, and she will be talking to... February 5<sup>th</sup> presentations will be due, the 6-7<sup>th</sup> we will work on putting a book together from the submission and said she would like EDC to put together copies of the book.
- Loedi Silva said she would like to have copy of the scrap book available for the meeting as well and began a discussion.
- Tom Zanotti said he does not think anyone will be using the EDC part of the City's website but only P&Z. He then mentioned he might not be.
- City Manager Haynes said we will need a very good map and began a discussion.
- City Manager Haynes said we are going to ask AED to help with this and began a discussion.
- City Manager Haynes said Jim Winters wants to develop our own industrial park on the south end, but the land is privately owned and began a discussion.
- Loedi Silva said we are pushing to get an industrial park.
- City Manager Haynes said we have companies pushing to get in and we need to provide them space.
- Tom Zanotti said even if the existing industrial park was annexed, it would still be a good idea to have our own and began a discussion.
- Loedi Silva said we will be inviting the industrial park owners to this event to show them that we are marketing Rio Communities.
- Loedi Silva said that we will be updating the book every few months so the office staff can give them out to developers.
- Frank Logan asked what EDC's role is if we sponsor this and what they would need to do to help.
- CMH said the developers want to take advantage of the tax incentives the Opportunity Zone offers.
- Loedi Silva said all the information would be there

**Website Design**

- Frank Logan said Rathi Casey will be at the December 11<sup>th</sup> meeting and went over the proposed headers that she had given them. The headers were: Home, Rio Communities, Business, News, and Contacts. He then explained there would be a lot under the drop downs under the headers.
- Tom Zanotti said we currently have a drop down under Zoning.
- Loedi Silva said that could be linked back to the City and began a discussion.
- Frank Logan said Rathi Casey went over the categories with him and we need to figure out where to put what we already have under the new categories and began a discussion.
- Kuan Tikkun said we should get rid of the News because she does not see EDC keeping up the website.
- Frank Logan asked if we want to have news as a header and began a discussion.

- Tom Zanotti said Economic Development should be under business and began a discussion.
- Tom Zanotti said the Vision Statement would be under home.
- LS said we need to be consistent
- Kuan Tikkun said we need to come up with a slogan and began a discussion.
- Tom Zanotti said when you say Rio Communities, people think Rio Rancho, we need to emphasize who we are to stand out and began a discussion.
- Loedi Silva said we need to focus on the Opportunity Zone and sell ourselves that way until we can build into our slogan and branding.
- Frank Logan asked if we want a Rio Communities header and began a discussion.
- Tom Zanotti said the website should be cell phone friendly and began a discussion.
- Loedi Silva said if we are not going to have a Rio Communities tab, we need to put the Vision Statement under home, as well as a blurb about location, and basic quick facts.
- Loedi Silva said under business we need to add a tab RE Workshop for vacant properties, but the industrial park needs to be one its own under business, and zoning should be a link back to the city under zoning, and an opportunity zone map.
- Kuna Tikkun said if we are looking at drawing future employers, they will want to know education information and began a discussion.
- Loedi Silva said we need to add a census tab under Rio Communities tab and began a discussion.
- A discussion began on the importance of traffic counts.
- Loedi Silva said there are several things we can simplify and began a discussion.
- A discussion began about public safety.
- Loedi Silva said we still have two tabs we can add, and she feels we do need a community events tab to show we are involved in the community.
- Fran Rossberg said we should market ourselves under home with climate and began a discussion.
- Tom Zanotti asked if we can have the current temperature displayed on the home page and began a discussion.
- Kuna Tikkun said Tripadvisor was the easiest way find things in the area to do.
- Loedi Silva said we could have a clickable PDF to show how far things are from us and a link to NM Tourism link from there.
- Tom Zanotti said we should have times instead of miles because people understand that better and began a discussion.

**ADJOURN**

- Tom Zanotti moved to adjourn. Loedi Silva second the motion and the meeting adjourned at 12:00 p.m. with a 4-0 vote.

Respectfully submitted,

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Amy L. Lopez

Date: \_\_\_\_\_  
Approved

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Frank Logan, Chairman

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Fran Rossberg, Secretary

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Kuan Tikkun, Vice Chairman

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Loedi Silva

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Tom Zanotti